The listing of the claims will replace all prior versions, and listings of claims in the application.

In the Claims

1. (Currently amended) A system for determining which non-internet advertisements direct which web clicks comprising:

a database comprising information about a user's non-internet media buys;

a second database comprising a user's IP addresses;

said system comparing information from said first database with information from said second database to determine which of said non-internet advertisements generated said web clicks.

2. (Currently amended) The system of claim 1 further comprising:

a report which shows which of said non-internet advertisements generated said web clicks.

3. (Currently amended) The system of claim 1 wherein said information about a user's non-internet media buys comprises:

date and time of non-internet advertising; type of non-internet advertising; location of non-internet advertisement and an expiration date for said non-internet advertisement.

4. (Currently amended) The system of claim 3 wherein said information about a user's non-internet media buys further comprises the demographics of said non-internet advertisement.

5. (Currently amended) The system of claim 3 wherein said information about a user's non-internet media buys further comprises the cost of said non-internet advertisement.

6. (Previously presented) The system of claim 1 further comprising:

a report which shows which of said web clicks do not correspond to an advertisement.

7. (Currently amended) A method for determining which non-internet advertisements direct which web clicks comprising:

inputting information about a user's non-internet media buys into a database;

inputting information about a user's IP addresses into a second database;

comparing information from said first database with information said second database;

determining which of said non-internet advertisements generated said web clicks.

8. (Currently amended) The method of claim 7 further comprising;

generating a report which shows which of said non-internet advertisements generated said web clicks.

3